

and products will gradually transfer various pressures faced by organizations in market competition to employees, and the nature of employees' work has also undergone profound changes. For example, work tasks require employees to make independent decisions, and employees need to be self-motivated and take the initiative to acquire knowledge and skills; work responsibilities increase, and the relevant innovation requirements are significantly enhanced; flexible work modes such as the project system are gradually popularized, work uncertainty increases, and safety decreases. These series of changes in the nature of work make employees have to change their original short-term, passive and unchangeable behavior modes. Employees who are flexible, passionate about their work, responsive to relevant tasks, willing to take risks and challenge the conventional wisdom are essential resources.

**Objective:** Social cognitive theory points out that human beings, as the product of environment, will not only passively accept what the environment gives them, but also carry out systematic reflection, self-regulation and proactive action to change the environment. Proactive behavior means that employees take actions spontaneously to change their situation and environment through passion and effort in order to further expand their roles and improve their work system to achieve the desired results.

**Subjects and methods:** The goal of performance appraisal is an important link in the process of performance appraisal. Scientific and reasonable goal of performance appraisal is the basis and guarantee of the practice. This article mainly uses the literature research and the interview method analysis positive psychology enterprise achievements influence to the economic development.

**Study design:** Through literature study method, we can search and collect the relevant domestic and foreign research literature, comb and sum up the relevant literature, absorb and digest the existing research results, understand the domestic and foreign research survey involved in the content of this paper, find out the existing theoretical gap, and lay a solid theoretical foundation for this study. Based on the literature research and theoretical analysis, this paper makes on-the-spot interviews with managers and employees in order to further understand the views of employees on organizational performance appraisal practice and the relationship between performance appraisal and employee behavior. Field interviews with managers and employees are also helpful to promote the in-depth understanding of the practice of performance appraisal and the relationship between organizational management practice and employees' attitude.

**Methods:** Using the method of literature research and interview, 30 executives and 50 employees were interviewed. The interview time was 20min-30min.

**Results:** The purpose of performance appraisal is the final way and way of using the results and information of staff appraisal in the practice of management. As one of the important parts of the performance appraisal system, the purpose of performance appraisal is also one of the most important strategies of staff management. The outcome variables of performance appraisal mainly include the precision and deviation of appraisal, employees' attitude perception and employees' behavior, which have an impact on economic development.

**Conclusions:** With the development of positive psychology, more and more managers and scholars begin to pay attention to the active behavior of employees. Employee's initiative behavior means that in order to further expand their roles, perfect and improve their own work system, and achieve the desired results, employees take spontaneous actions to change their own situation and environment through passion and efforts, which can effectively promote the upgrading of enterprise economy.

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## APPLICATION OF SOCIAL PSYCHOLOGY IN COPING WITH NETWORK PUBLIC OPINION

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**Background:** The change of attitude in social psychology refers to the corresponding change of a formed attitude under the influence of a certain information or an opinion, and its essence is the continuous socialization of the individual. In modern society, the mass media plays a vital role in the activities of public opinion. The public is connected as a whole through mass media, and they are increasingly inclined to use the news media to express their opinions, suggestions and aspirations. With the development of network media, the influence and function of public opinion is more and more important. As a public opinion, the function of public opinion mainly manifests in the following aspects:(1) Cognition function. Public opinion itself is the expression of people's opinions, attitudes and ideas, which itself is a cognitive behavior, is a reflection of real life to some extent. At the same time, public opinion is progressive, positive, correct and

backward, negative and wrong in nature. Through the study of public opinion, people's ideas and social civilization can be reflected. (2) Education function. The formation of public opinion is a process of expression and exchange of various opinions, attitudes and ideas. In the formation of public opinion, each individual can compare his own judgment and evaluation with others, so as to distinguish right from wrong, good from evil, and beauty from ugliness, which is conducive to forming correct ideas and cultivating good habits of behavior. (3) Constraint function. The public opinion has a very strong social influence, and it is a kind of external force and restraint to people's behavior. The public condemnation of a person, there will be a considerable psychological pressure, or even a sense of loneliness of the many betrayals, this pressure will force him to change his behavior.

**Objective:** The so-called public opinion, refers to the people in the recent period of time on social events or social phenomena of opinion, attitude or individual and social sentiment generation, expression and dissemination. From the point of view of social psychology, social cognition is the whole process of analyzing one's mental state to others, understanding one's behavior motivation, and then conjecturing and judging. Social cognition is a set of cognitive selectivity and cognitive responsiveness. In a given social environment, people's psychological state and emotions will be affected by different degrees. In the network environment, the psychological state and emotion of college students will be affected by the network public opinion. That is to say, in the network environment, we can avoid the influence of public opinion infection only if we treat and analyze the network information correctly and judge and analyze it rationally. Network public opinion is the public through the Internet platform of the attitude or emotional expression. The essence of network public opinion guidance is the process that the main body of public opinion guidance makes the netizen "attitude change". The theory of attitude change in social psychology provides a theoretical reference for the study of online public opinion guidance. Typical reports, in-depth reports, network news reviews, opinion leaders and other ways of guiding public opinion on the network are the concrete application of persuasion, propaganda, hint and imitation and group influence. The questionnaire was used in this survey. There were 800 questionnaires and 763 questionnaires, of which 741 were valid, with a response rate of 95.4% and an effective rate of 97.1%. The survey was conducted among employees or students in different positions. The questionnaire was used in this survey. There were 800 questionnaires and 763 questionnaires, of which 741 were valid, with a response rate of 95.4% and an effective rate of 97.1%. The survey was conducted among employees or students in different positions.

**Subjects and methods:** The questionnaire consisted of 37 questions, including the time online, the focus of the news, the type of events concerned and the attitude of online comments. Using SPSS18.0 software statistical survey results.

**Results:** According to the survey, 52.7% of people chose to stay online for 3-5 hours a day, while 30.2% chose to stay online for 1-3 hours. Only 8.1% chose to stay online for less than 1 hour a day. A lot of netizens when browsing news on the net, can see news itself not only, still can see a lot of "big V", "opinion leader" and the popular comment of a few netizens and view. About 74.2% of netizens choose to be partially affected by these online comments. Only 12.5% of netizens chose to remain virtually unaffected. Another 13.3% of netizens said they felt strongly influenced by online comments (see Table 1).

**Table 1.** Survey results on the extent of influence of public opinion on internet users.

Degree of influence	Partly affected	Barely affected	Very affected
Percentage of population	74.2%	12.5%	13.3%

**Conclusions:** As a hot new media, the influence of network media has penetrated into social and political, economic and cultural life and so on. In recent years, almost every time the focus of events at home and abroad, netizens will cause strong repercussions and fierce debate. Many of them have constructive views and opinions, some of which have a positive impact on the decision-making and governance of the relevant departments, the Internet is becoming a "free market of opinion." However, the Internet is a "double-edged sword", its freedom, anonymity, immediacy, interactivity and other communication characteristics make some bad or illegal content information spread arbitrarily. Under this background, how to guide the network public opinion effectively has become an important task that the network news work faces. The aim of the guidance of network public opinion is to change the incorrect or irrational public opinion and lead it to the correct direction. Therefore, the essence of the network public opinion guidance is the process that the main body of public opinion guidance makes the netizen "attitude change". Practice has proved that the guidance of online public opinion also needs "attacking the heart", and understanding and grasping the psychological characteristics of netizens is helpful to enhance the pertinence and effectiveness of public opinion guidance.

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## THE IMPACT OF ENTERPRISE EQUITY INCENTIVES ON ECONOMIC DEVELOPMENT BASED ON POSITIVE PSYCHOLOGY

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**Background:** Along with the social economy unceasing development, the company manages is also quietly changing. Professional managers manage and operate shareholders' capital as professionals. It is the separation of ownership and management rights that leads to the incompatibility of incentives between shareholders and managers. Equity incentive as a long-term incentive means, is to reduce the incentive object of short-term behavior, is conducive to the long-term development of enterprises in the future. The process of enterprise management is a process from investment to operation and then to profits, which includes two key words, namely, ownership and management rights. But the social production pattern develops from the small production time to the big production time's process, is precisely the ownership and the right of management from unifies to the separation process. With the continuous improvement of the modern enterprise system, as well as the expansion of enterprise scale, the degree of separation of ownership and management is growing. Due to the existence of separation of the two powers, asymmetric information and inconsistent objective function of shareholders and management, the agency problem of management may damage the interests of shareholders. The key to solving this problem is to devise a mechanism that aligns the objectives that management pursues with those of shareholders. In order to improve the efficiency of management, companies around the world have implemented a variety of incentives, both pay incentives and non-pay incentives, pay incentives, including short-term incentives and long-term incentives, of which the most common as long-term pay incentives. The means of equity incentive is to grant the shares of the company to the incentive objects so as to make the management compatible with the shareholders' incentives, that is, the management manages the company in the principle of maximizing the interests of the shareholders, so that the management can reduce short-term behaviors and share profits and risks with the shareholders. Most of the cash compensation in the traditional sense is fixed compensation, but the main difference is that the incentive object must work hard to achieve the performance target and make the stock price of the company reach and exceed the exercise price or grant price. The more the cash compensation exceeds, the more the profit is.

**Objective:** Equity incentive is a long-term incentive method for an enterprise to improve the operating efficiency of the employees to be incentive and retain the core talents (such as senior executives, core employees and other personnel). Equity incentive is to give part of the shareholders' rights and interests conditionally, so that they can share the risks and profits with the shareholders when they participate in the decision-making.

**Subjects and methods:** Based on the positive psychology of the three factors of equity incentive methods, this paper mainly from the enterprise's development philosophy, production efficiency and transformation and upgrading, these three aspects. Select three large, medium and small enterprises in the city, as the study object, to distribute questionnaires to their employees, statistics on the effect of equity incentive on economic development.

**Study design:** Questionnaire to 300 employees, the three companies are selected 100 employees to test, asked to complete the questionnaire once, each person to fill in the questionnaire about 15 to 25 minutes. A total of 300 copies were distributed, 291 were recovered and 287 were valid.

**Methods:** Using Excel statistical analysis of positive psychology of enterprise equity incentive on the impact of economic development.

**Results:** In the process of enterprise work, the positive psychology of the enterprise equity incentive has a promoting effect on economic development. Thus, the positive psychological state, to improve the production efficiency of enterprises and help enterprises to organize production better performance has a positive role.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results are rounded to an average of 100 employees per company, and the statistical table is shown in Table 1.

**Conclusions:** Corporate performance is the comprehensive reflection of the management effect and the performance of the managers. The operation effect of an enterprise mainly embodies in such aspects as the ability to create profits, the ability to use assets, the ability to pay off debts and the potential for future development, etc., while the performance of an operator mainly embodies the contribution made by the operator to the achievements made by the enterprise in the course of operation, growth and development. In terms of the relationship between equity incentive and corporate performance, although the original